

OUTGOIN MESSAGE

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TO: FBIS/LONDON INFO FBIS/GULF.4

REF: LD993

cc: C/FCS

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1. IN DISCUSSIONS WITH UD CONCERNING ADS THEY RAN IN MAJOR U.S. PAPERS FOR QUALIFIED LINGUISTS IN THE LANGUAGES OF SOVIET CENTRAL ASIA, LEARNED THAT THESE ADS RESULTED IN ONLY ONE REPLY, AND THAT FROM AN UNQUALIFIED CANDIDATE. UD ALSO POINTS OUT THAT THE SPECIALIZED AND ESOTERIC LANGUAGE JOURNALS WILL PROBABLY NOT SURFACE ANY PROSPECTS THAT HAVE NOT ALREADY BEEN BROUGHT TO LIGHT BY EXTENSIVE SEARCHES IT HAS MADE OF THE ACADEMIC COMMUNITY. BELIEVE THE BEST APPROACH IS TO LAUNCH A RECRUITING EFFORT IN THE SMALL LOCAL ETHNIC COMMUNITIES. IT MAY BE A SLOW PROCESS, BUT MORE EFFECTIVE IN THE LONG RUN. IF THE BBC DOES NOT AGREE, OF COURSE WE WILL SEND A LIST OF MAJOR U.S. NEWSPAPERS THEY MAY WANT TO TRY. {C} 4

2. WE WOULD RECOMMEND THAT THE BBC ONLY ADVERTISE IN ONE MAJOR NEWSPAPER, THE NEW YORK TIMES, 229 WEST 43RD ST., NY, NY 10036. ANOTHER RECOMMENDED NEWSPAPER FOR THIS TYPE OF AD IS NEWSDAY {NEWSDAY INC., GARDEN CITY P.O., LONG ISLAND, NY 11747}. MEANWHILE

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WE HAVE BEEN IN TOUCH WITH [REDACTED] WHICH
SAYS IT WILL CIRCULATE THE BBC AD FOR US. WE HAVE ALSO CONTACTED THE

IN

PHILADELPHIA, AND WE HOPE TO BE ABLE TO HANDLE THESE ACCOUNTS FROM
HERE. IF NOT WE WILL SEND YOU THE ADDRESSES LATER IN THE WEEK. {C} W

3. WE ARE ALSO ASKING RECRUITING DIVISION ABOUT POSSIBILITY OF ASKING VOICE OF AMERICA TO CIRCULATE THE AD AMONG THE MEMBERS OF ITS UZBEK STAFF. WILL KEEP YOU ADVISED OF THESE MOVES AS THEY DEVELOP.

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